



ARCHITECTURAL REVIEW BOARD WORK SESSION AGENDA

Town Council Chambers Building
765 Lynn Street, Herndon, VA 20170

Wednesday, March 5, 2025 | 7:30 PM

1. **Call to Order**
2. **Public Hearings**
 - a. **APPLICATION FOR NEW CONSTRUCTION, ARB #25-001**, to consider an application for the construction of a new restaurant, Pollo Campero, with a drive-thru, located at 1131 Elden Street, Herndon, Virginia.
3. **Comments**
 - a. Comments from the Staff Members
 - b. Comments from the Board Members
4. **Adjournment**

Agenda Item: APPLICATION FOR NEW CONSTRUCTION, ARB #25-001, to consider an application for the construction of a new restaurant, Pollo Campero, with a drive-thru, located at 1131 Elden Street, Herndon, Virginia.

Meeting Date: March 5, 2025

Category: Public Hearings

Prepared by: Bryce Perry, Deputy Director of Community Development

Description:

This application is a proposal to redevelop the property at 1131 Elden Street with a new restaurant, Pollo Campero. The new building would replace an existing vehicle service station, Herndon Auto Care, that has been vacant for several years. The site improvements included in this application include the proposed restaurant with a drive-thru, a front outdoor seating area, a trash enclosure, and site lighting. The entire site will be regraded for a new parking lot and landscaping. Architecturally, the one-story building has a simple rectangular form with a flat roof and contemporary forms typical of trending fast-food restaurant designs. Entrances are accentuated with tower forms protruding from the principal wall planes and parapet rooflines. **An iconic accent fin dominates the character of the building as it slants outward from the ground upward abutting the main entrance into the building.** Fenestration is consolidated towards the front half of the building with full-height windows and all glass storefront systems at the entrances. Flat canopies are utilized over entrances and windows. The proposed materials vary greatly in color, texture, and type. A synthetic stucco-type system is employed for the majority of the building, while cementitious faux wood boards and porcelain tile are used on primary cladding towards the front half of the building. The accent forms, including the entrance towers, the fin, and the canopy, use the vibrant corporate colors of the business. A proposed wall around the outdoor seating area and the trash enclosure are designed to fit within the architecture of the building.

Background:

When reviewing Architectural Control District applications, the design criteria found in Section 58-96 of the Town Code should be applied. Those standards are attached to this report.

The project has received an approved special exception and is close to site plan approval. As part of the special exception review, the board informally reviewed the conceptual building architecture back in 2021. A staff memo to the board outlining

design concerns is attached to this report. The proposed design has been revised from that initial review; however, several of the issues raised still warrant attention.

Staff Comments:

1. Over-reliance on Corporate Architecture and Architectural Trends. This design relies heavily on off-the-shelf corporate design intended to brand the architecture as an extension of the business' image and advertisement. The design is also reliant on current trends in design to include the simple rectangular shape, flat roof, and massing management handled mainly with changing cladding materials and shallow reveals rather than changes in wall planes. The ARB should be managing and mitigating these design tendencies in its review and guide the design in a manner that is unique to Herndon and represents thoughtful, context-sensitive, and timeless architecture, with durable and traditional materials. Staff recommends that the board strongly consider the overall design narrative and intent and have a discussion on whether and how the design can be re-thought with more of an emphasis on a uniquely Herndon design profile based on established architectural contexts or preferred future contexts.

2. Exterior Materials and Colors. The last design standard for the Architectural Control District states that buildings should not be designed to serve primarily as an advertisement of commercial display or exhibit exterior characteristics likely to deteriorate rapidly or be of temporary or short-term architectural or aesthetic durability. This standard should be carefully considered by the board. The use of corporate colors in such a dominant manner on the building is at odds with this guidance, as is the use of the synthetic stucco system as the primary cladding material. Materials such as brick and other masonry units, clapboard siding, or vertical siding, which can be applied in both traditional and contemporary forms, would be better options to consider. Corporate colors should be limited to signage and outdoor seating umbrellas. See Comment #2 in the attached 2021 staff memo.

3. Diversity in Exterior Materials. The design includes a variety of exterior materials and colors. Staff has requested that materials samples be provided for the work session. The overabundance of exterior materials creates an overly complex design. Fewer materials should be used to simplify the design and a clear hierarchy of materials between field and accent materials would assist in organizing the design.

4. Facade Articulation. Creating notable breaks on the primary wall plane and roof plan can be appropriate methods for managing an over-simplified form and dealing with concerns of flatness and shallowness. This can be handled with large windows with maximized transparency and accent forms that carry down to the ground. It is unclear from the provided materials whether the windows will be fully transparent. A sample should be provided. The accent tower appendage on the front facade is a concern and should be removed or substantially redesigned. Its floating condition above the entrance seems unnecessary and awkward. Its very shallow return above the parapet reinforces its disposition as an intended sign panel. Prominent architectural forms strictly made to contain signage should not be included in the design.

5. **Signage.** The perspective renderings show signage. Signage is not a part of this application and will be handled as part of a separate administrative review.

6. **Prior Staff Comments.** The 2021 staff memo attached to this report includes four design recommendations. Each of those remains and should be considered when reviewing the design of the proposed building. Staff also provided a concept sketch in that memo to illustrate possible ways in which forms and materials may be used in a more Herndon-specific context, including the use of brick.

7. **Prior Revised Design.** In 2021, the applicant provided staff with a draft revised design, shown in the illustration below. This design was not reviewed by staff or provided to the ARB but is worth viewing to understand the possible ways in which items raised in this report and the previous memo may be addressed.



Fiscal Impact:

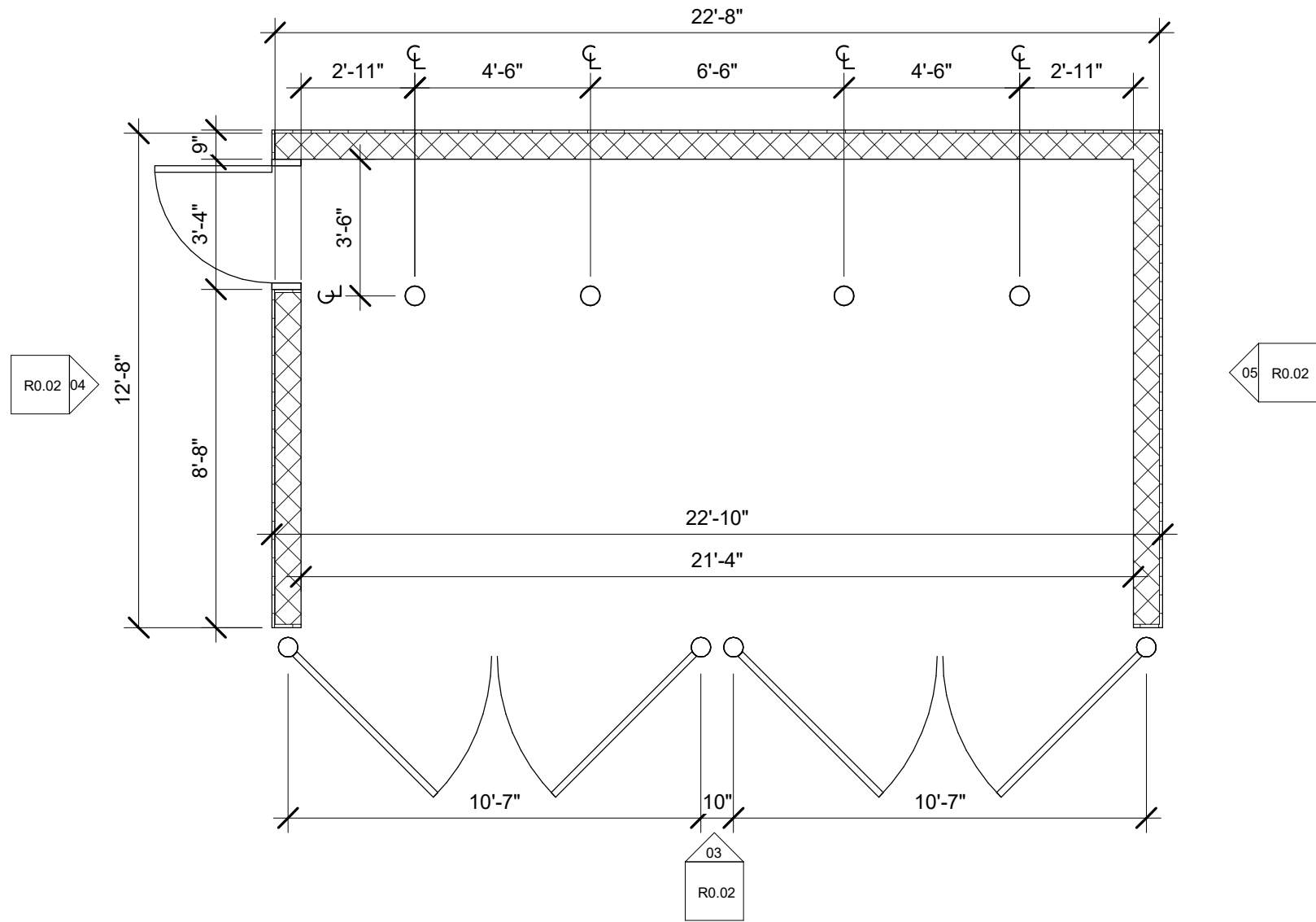
N/A

Staff Recommendation/Next Steps:

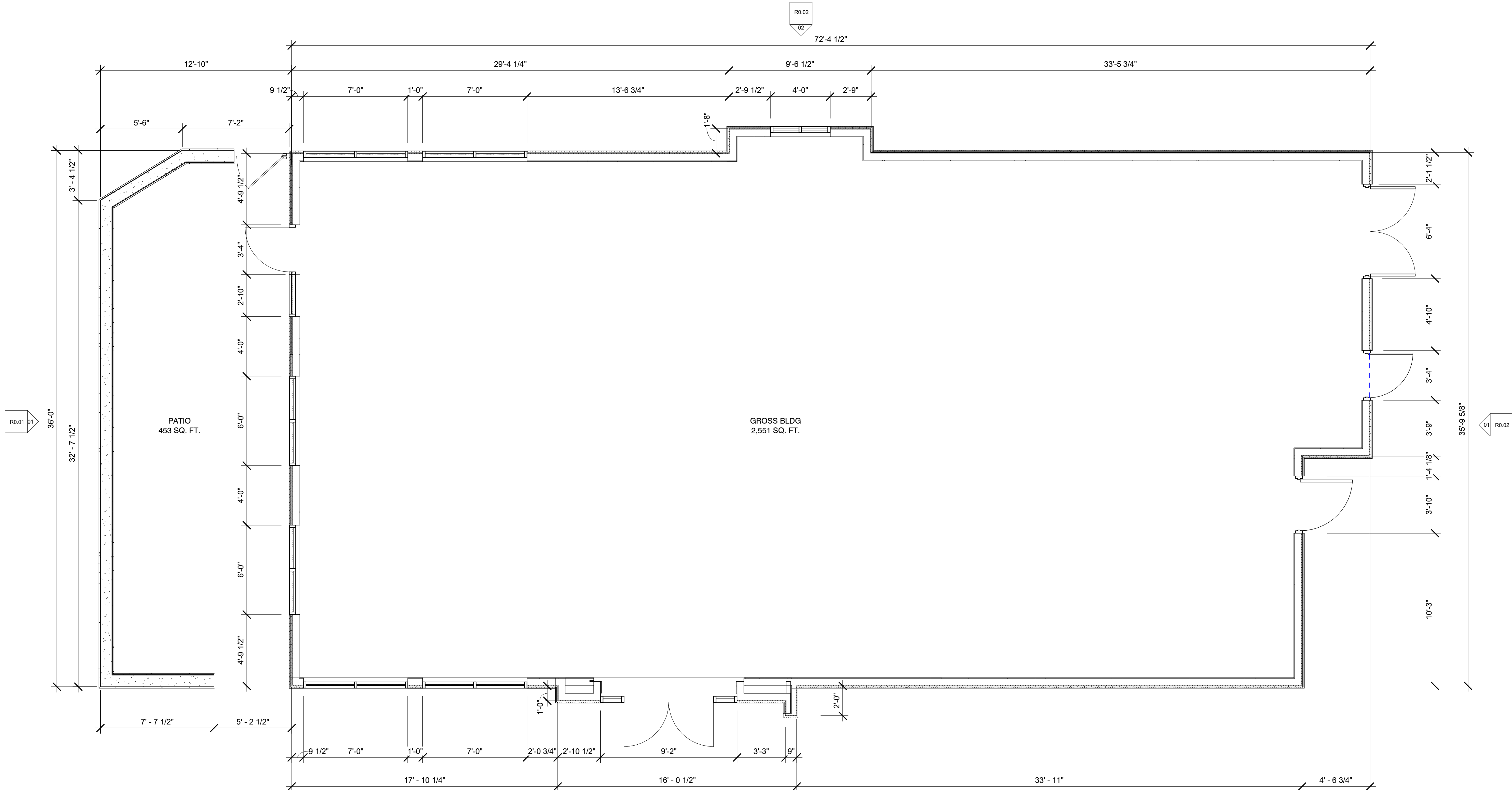
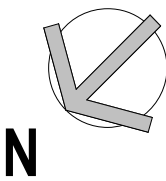
A recommendation is being withheld at this time, pending discussion of the comments in this report at the work session.

Attachments:

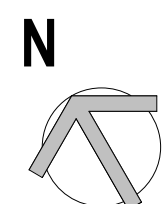
1. Proposed Drawings, Plans, and Material Specifications
2. 2021 Staff Memo - Pollo Campero
3. Architectural Control District Design Criteria



02 Dumpster Plan
SCALE: 1/4" = 1'-0"



01 Floor Shell Plan
SCALE: 1/4" = 1'-0"



POLLO CAMPERO OF TEXAS, LLC
12404 PARK CENTRAL DR.
SUITE 250
DALLAS, TX 75251

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ARCHITECTURAL PROJECT NO.: 24007
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#R241
1131 ELDEN ST.
HERNDON, VA 20170
PROTOTYPE VERSION 3.3.1

REV. #	DATE	DESCRIPTION

ISSUE DATE: 01/31/2025

DRAWING TITLE:
REVIEW SHELL PLANS

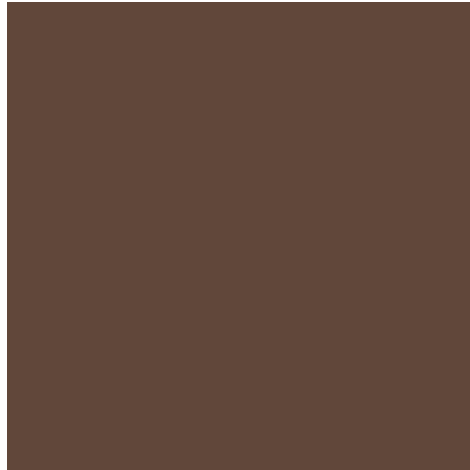
DRAWING NUMBER:

R0.00

Page 6 of 24



EP-1/SW 6885 KNOCKOUT ORANGE



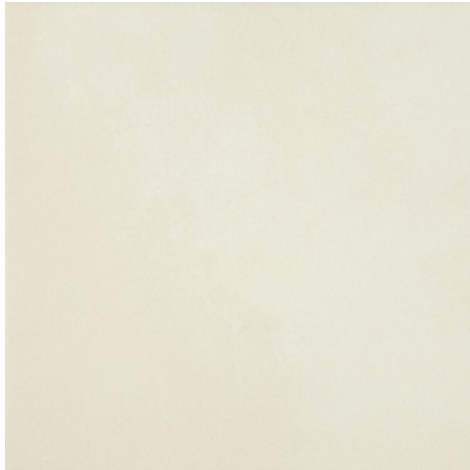
EP-2/SW 2856 FAIRFAX BROWN



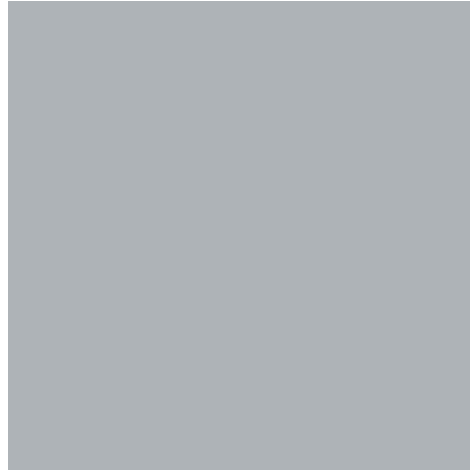
EP-3/SW 6705 HIGH STRUNG



EP-4/SW 9110 MALABAR



ECT-1/CROSSVILLE COTTON SHEETS



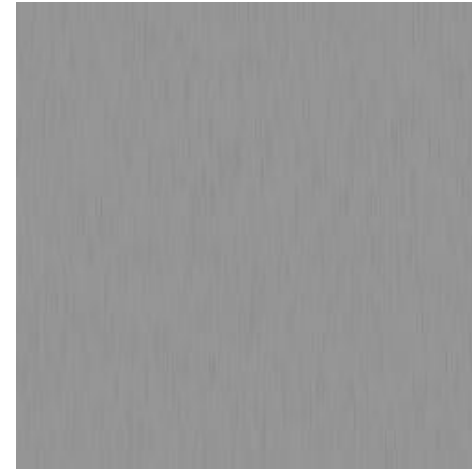
MC-1/DURO-LAST TUNDRA



ST-1/McELROY METAL SILVER METALLIC



FC-1/NICHIHA VINTAGE WOOD BARK



SF-1/KAWNEER CLEAR ANNODIZED



CS-01/HANDALSTONE NATURAL WHITE



02 Exterior Elevation - Entry
SCALE: 1/4" = 1'-0"



01 Exterior Elevation - Front
SCALE: 1/4" = 1'-0"

EXTERIOR MATERIALS SCHEDULE					
NO.	MANUFACTURER	PRODUCT	FINISH	COLOR	NOTES
STC-1	STO CORP	STO POWERWALL/ W/CRACK DEFENSE	POWERWALL, FINE TEXTURE	MATCH EP-1, KNOCKOUT ORANGE	
STC-2	STO CORP	STO POWERWALL/ W/CRACK DEFENSE	POWERWALL, FINE TEXTURE	MATCH EP-2, FAIRFAX BROWN	
STC-3	STO CORP	STO POWERWALL/ W/CRACK DEFENSE	POWERWALL, FINE TEXTURE	MATCH EP-3, HIGH STRUNG	
STC-4	STO CORP	STO POWERWALL/ W/CRACK DEFENSE	POWERWALL, FINE TEXTURE	MATCH EP-4, MALABAR	
EP-1	SHERWIN WILLIAMS	EXTERIOR PAINT	MATTE	SW 6885 KNOCKOUT ORANGE	PRIME AND FINISH 2 COATS
EP-2	SHERWIN WILLIAMS	EXTERIOR PAINT	MATTE	SW 2856 FAIRFAX BROWN	PRIME AND FINISH 2 COATS
EP-3	SHERWIN WILLIAMS	EXTERIOR PAINT	MATTE	SW 6705 HIGH STRUNG	PRIME AND FINISH 2 COATS
EP-4	SHERWIN WILLIAMS	EXTERIOR PAINT	MATTE	SW 9110 MALABAR	PRIME AND FINISH 2 COATS
EP-5	SHERWIN WILLIAMS	EXTERIOR PAINT	SATIN	SW 6233 SAMOVAR SILVER	PRIME AND FINISH 2 COATS
ECT-1	CROSSVILLE	PORCELAIN TILE, 12"x24"	COLOR BLOX	COTTON SHEETS	GROUT: POLYBLEND, HAYSTACK #380
MC-1	DURO-LAST	METAL COPING	-	TUNDRA	
ST-1	McELROY METAL	METAL PANELING	-	SILVER METALLIC	
FC-1	NICHIHA	CEMENT ARCHITECTURAL PANELING, AWP 1818 TRIFAB 451T	VINTAGE WOOD	BARK	HORIZONTAL OFFSET PATTERN
SF-1	KAWNEER OR EQ	TRIFAB 451T	-	CLEAR ANNODIZED ALUMINUM	
GF-01	3M FASARA GLASS PRISM/DOT	LUNA 6 SH2PCL6	A-ASTM E84 FIRE CLASSIFICATION	WHITE	APPLY ON INTERIOR SIDE OF GLASS
CS-01	HANDALSTONE	CAST STONE WALL CAP, WC511	STONE FINISH	NATURAL WHITE	4'H x 12' W x24"L

POLLO CAMPERO OF TEXAS, LLC
12404 PARK CENTRAL DR.
SUITE 250
DALLAS, TX 75251

SEAL



ARCHITECTURAL PROJECT NO.: 24007

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HERNDON, VA 20170

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REV. #	DATE	DESCRIPTION

ISSUE DATE: 01/31/2025

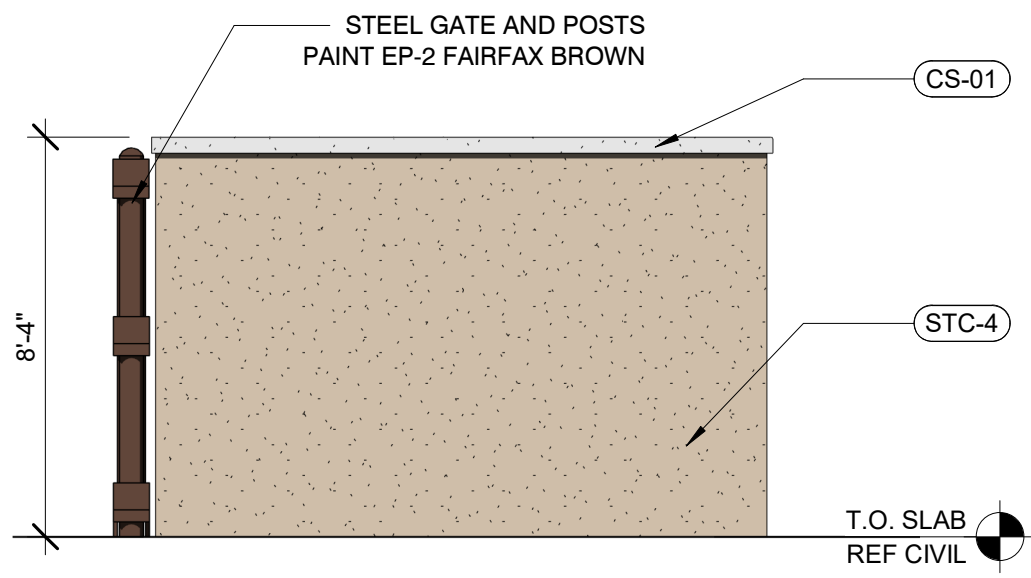
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REVIEW ELEVATIONS

DRAWING NUMBER:

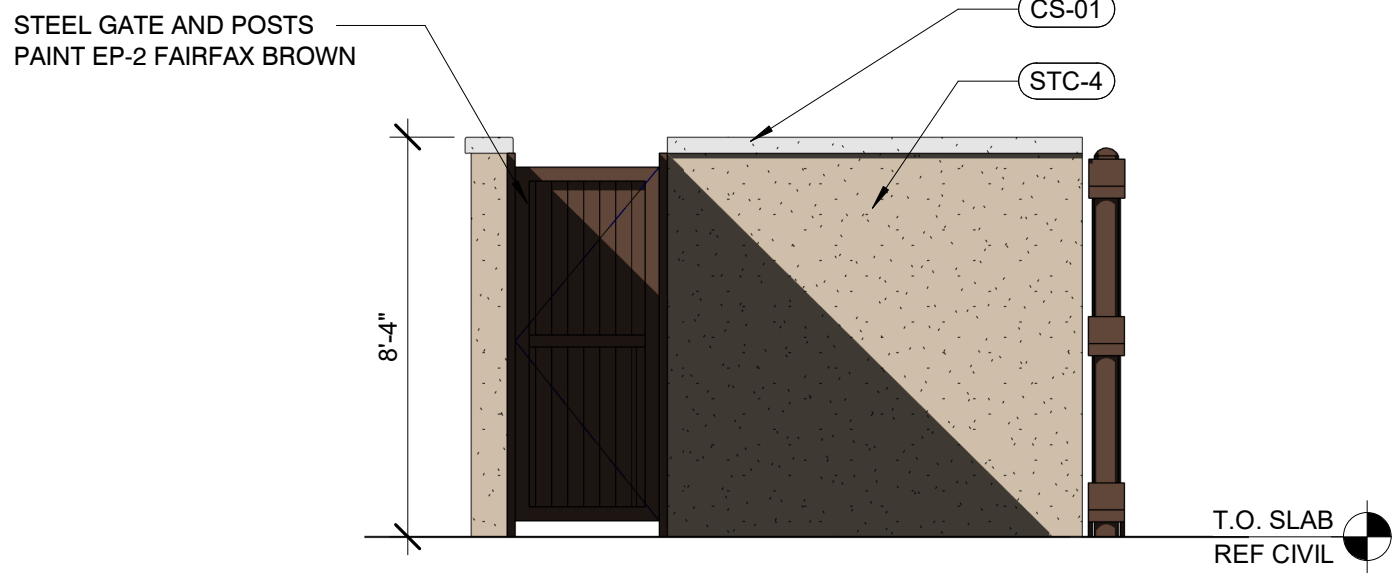
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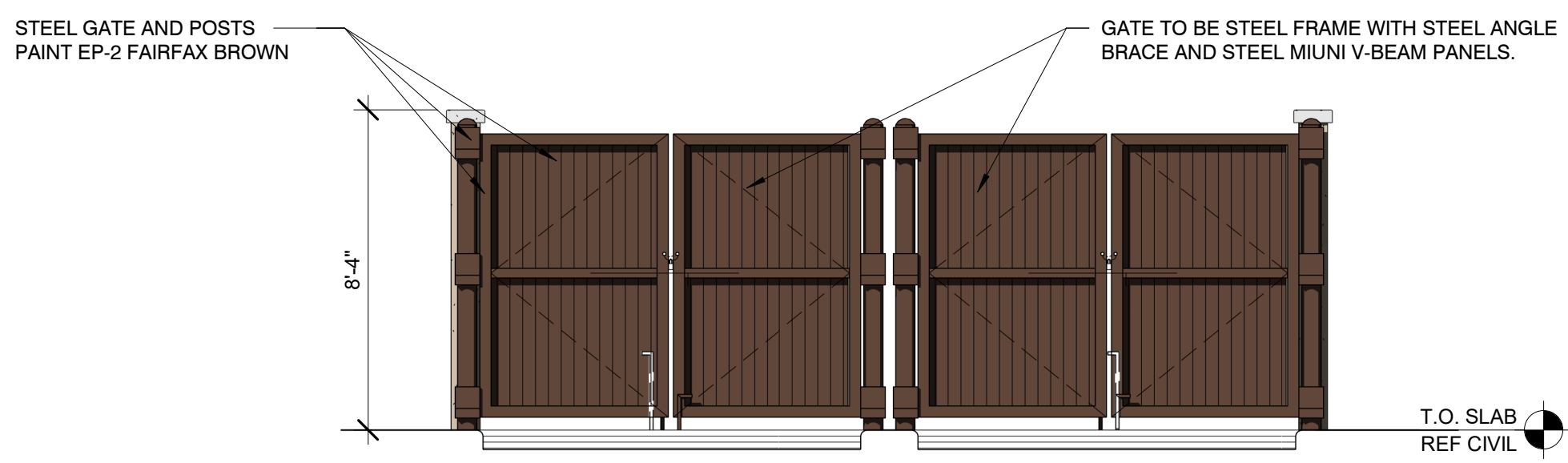
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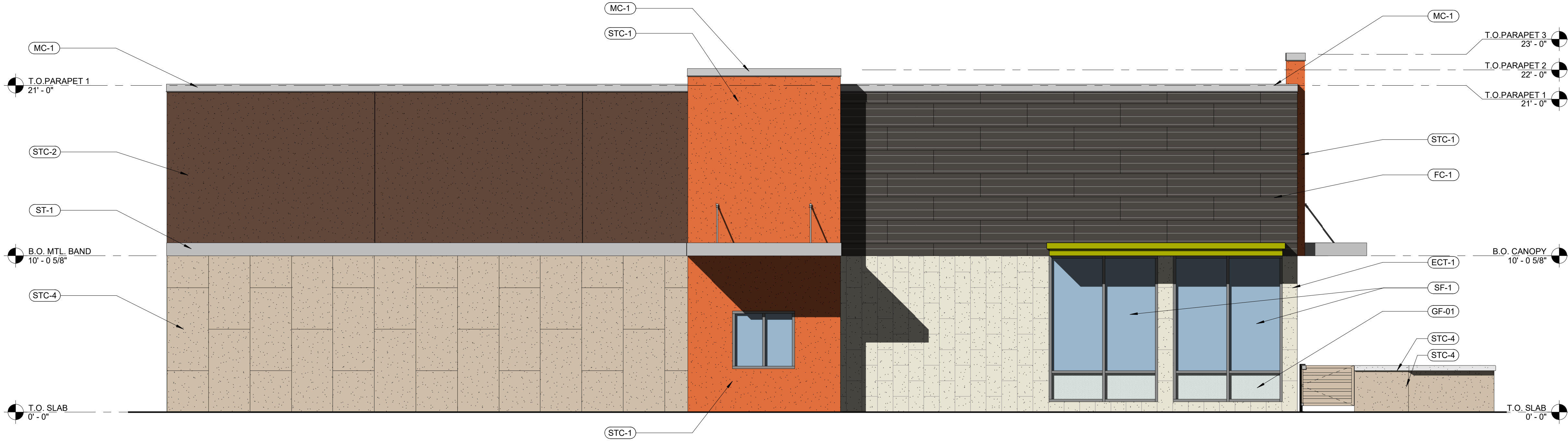
05 Dumpster Elevation
SCALE: 1/4" = 1'-0"



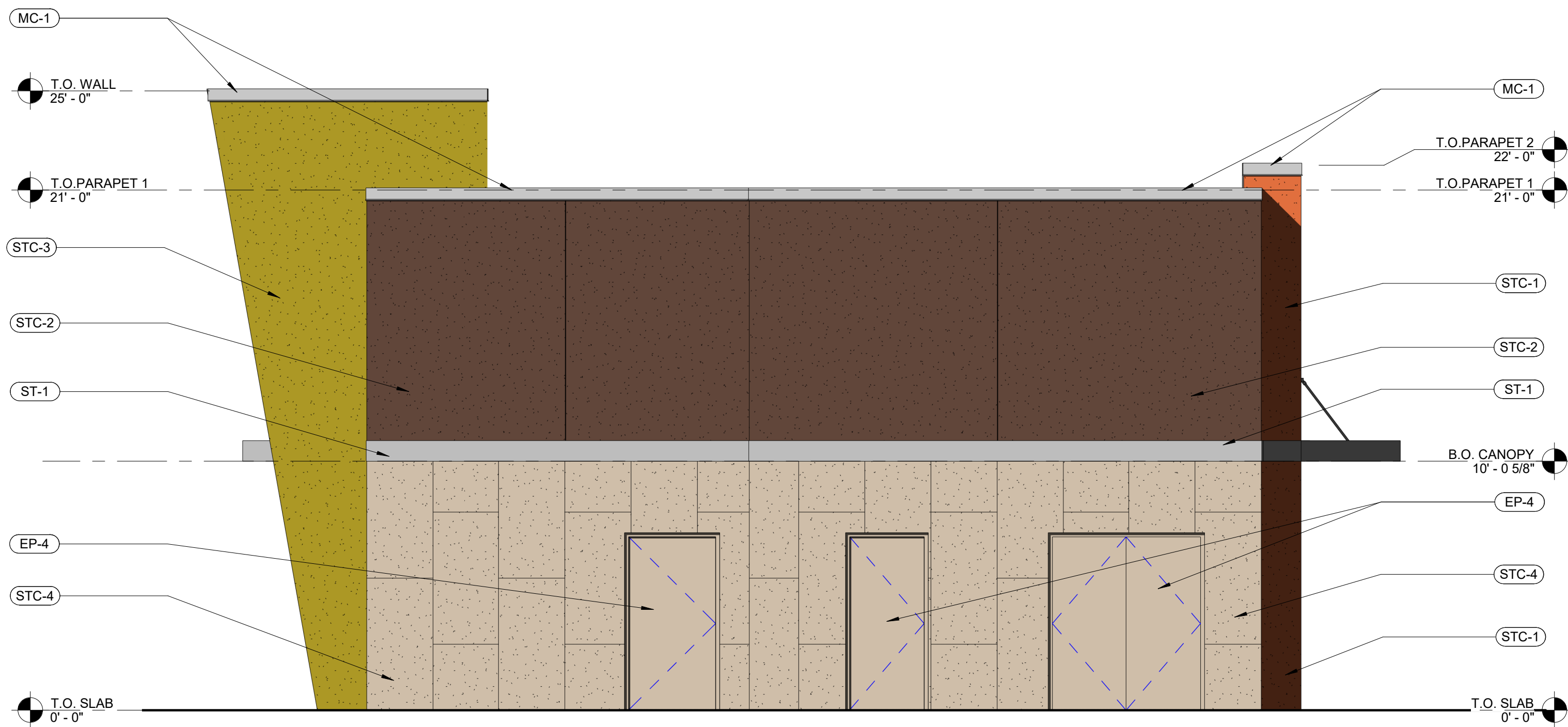
04 Dumpster Elevation
SCALE: 1/4" = 1'-0"



03 Dumpster Elevation
SCALE: 1/4" = 1'-0"



02 Elevation - Drive-Thru
SCALE: 1/4" = 1'-0"



01 Exterior Elevation - Rear
SCALE: 1/4" = 1'-0"

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STC-3	STO CORP	STO POWERWALL/ W/CRACK DEFENSE	POWERWALL, FINE TEXTURE	MATCH EP-3, HIGH STRUNG	
STC-4	STO CORP	STO POWERWALL/ W/CRACK DEFENSE	POWERWALL, FINE TEXTURE	MATCH EP-4, MALABAR	
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SF-1	KAWNEER OR EQ	TRIFAB 451T	-	CLEAR ANNOZIDED ALUMINUM	
GF-01	3M FASARA GLASS PRISM/DOT	LUNA 6 SH2PCL6	A-ASTM E84 FIRE CLASSIFICATION	WHITE	APPLY ON INTERIOR SIDE OF GLASS
CS-01	HANDALSTONE	CAST STONE WALL CAP, WC511	STONE FINISH	NATURAL WHITE	4"H x 12" W x24"L

POLLO CAMPERO OF TEXAS, LLC
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PROTOTYPE VERSION 3.3.1

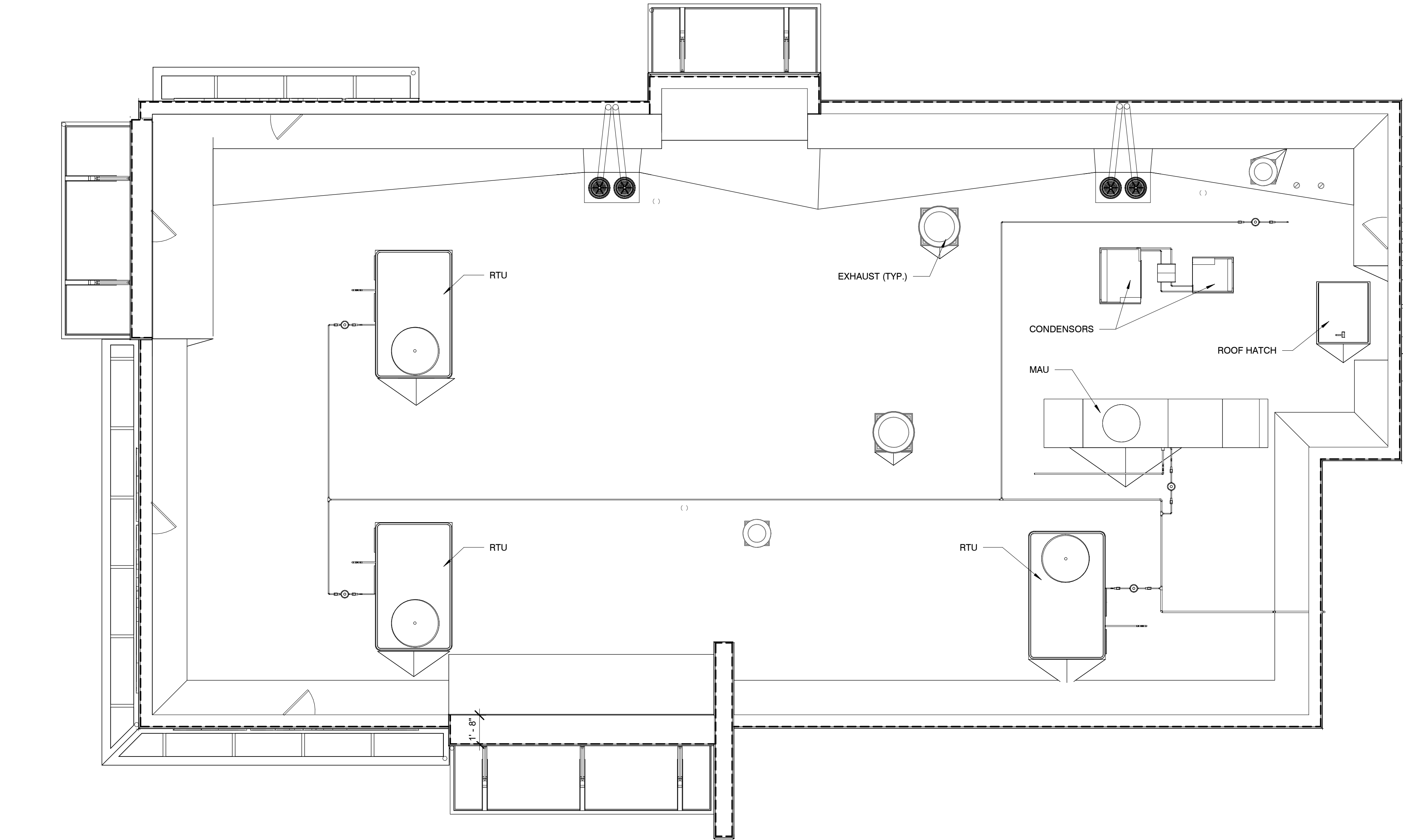
REV. #	DATE	DESCRIPTION

ISSUE DATE: 01/31/2025

DRAWING TITLE:
REVIEW ELEVATIONS

DRAWING NUMBER:

R0.02



1

Roof Plan

SCALE: 1/4" = 1'-0"

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PROTOTYPE VERSION 3.3.1

REV. #	DATE	DESCRIPTION

ISSUE DATE: 01/31/2025

DRAWING TITLE:
REVIEW ROOF PLAN

DRAWING NUMBER:

R0.03

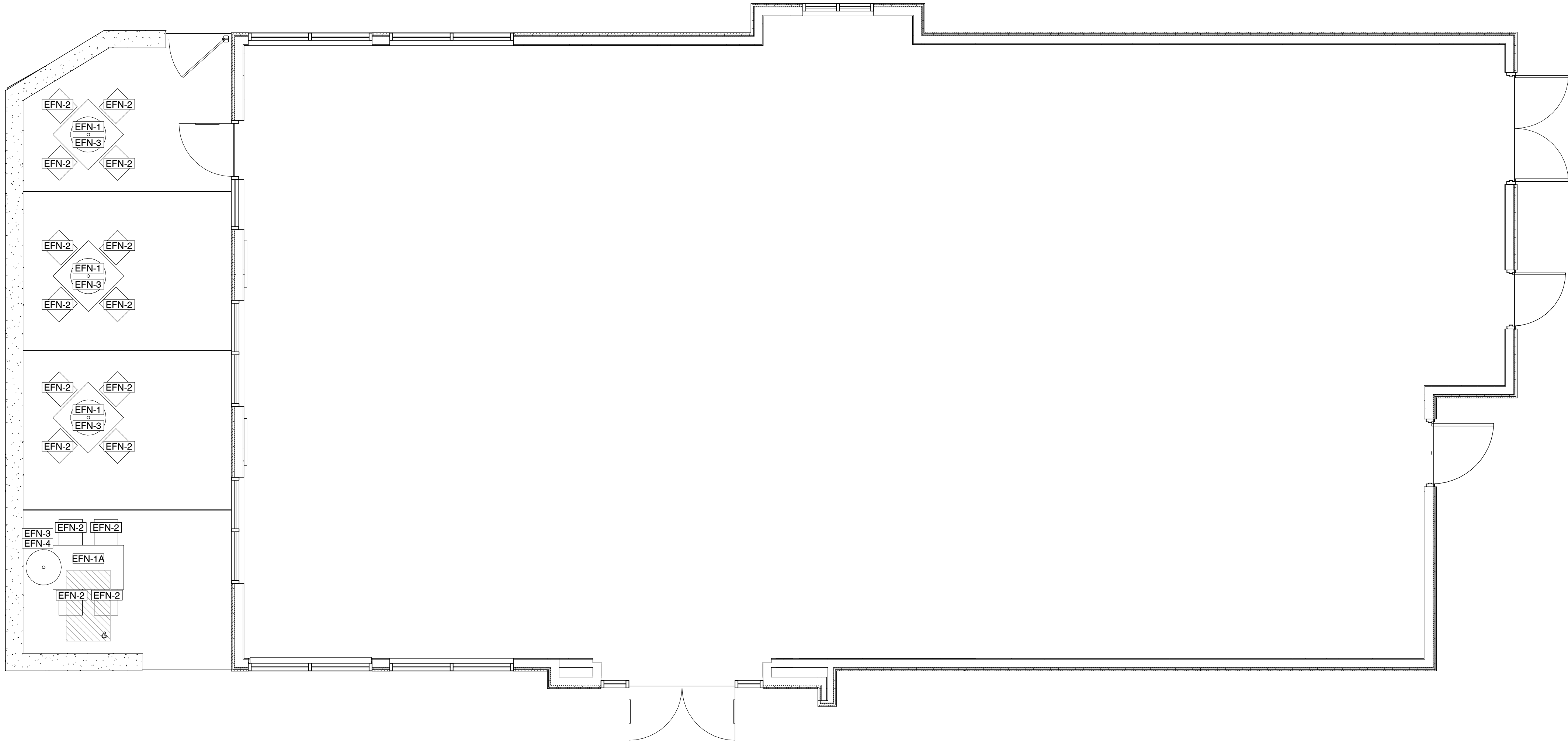


PATIO FURNISHINGS		
TABLES		
EFN-1	3	MANUF.: RED DOT SEATING, 34X34 GRAY SYNTHETIC TEAK TABLE TOP SOFT GRAY POWDER COAT ALUMINUM FRAME, WITH UMBRELLA HOLE 24" ROUND BASE - ZINC PLATED CAST IRON BOTTOM, STAINLESS STEEL COLUMN - POWDER COATED SILVER - UMBRELLA BASE
EFN-1A	1	MANUF.: RED DOT SEATING, 34X48 GRAY SYNTHETIC TEAK TABLE TOP SOFT GRAY POWDER COAT ALUMINUM FRAME
CHAIRS		
EFN-2	16	MANUF.: RED DOT SEATING, SEASIDE STACKING SIDE CHAIR WIDE, GRAY SYNTHETIC TEAK - SOFT GRAY FRAME
UMBRELLA		
EFN-3	4	WINDMASTER UMBRELLA - 9FT COLOR: PISTACHIO
EFN-4	1	MANUF.: RED DOT SEATING, SHELL UMBRELLA BASE - 24" DIA. COLOR: SILVER

2

Patio Furniture

SCALE: NTS



1

Patio Furniture Plan

SCALE: 1/4" = 1'-0"

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PROTOTYPE VERSION 3.3.1

REV. #	DATE	DESCRIPTION

ISSUE DATE: 01/31/2025

DRAWING TITLE:

REVIEW FURNISHING PLAN

DRAWING NUMBER:

R0.04



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PROTOTYPE VERSION 3.3.1

REV. #	DATE	DESCRIPTION

ISSUE DATE: 01/31/2025

DRAWING TITLE:

3D RENDERINGS

DRAWING NUMBER:

R0.10



Dallas, TX @ 1703 N Cockrell Hill Rd



Richardson, TX @ 1380 W Belt Line Rd



Frederick, MD @ 1350 W Patrick St

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SUITE 250
DALLAS, TX 75251

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Pollo CAMPERO

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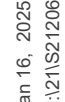
REV. #	DATE	DESCRIPTION

ISSUE DATE: 01/31/2025

DRAWING TITLE:
SIMILAR BUILT STORES

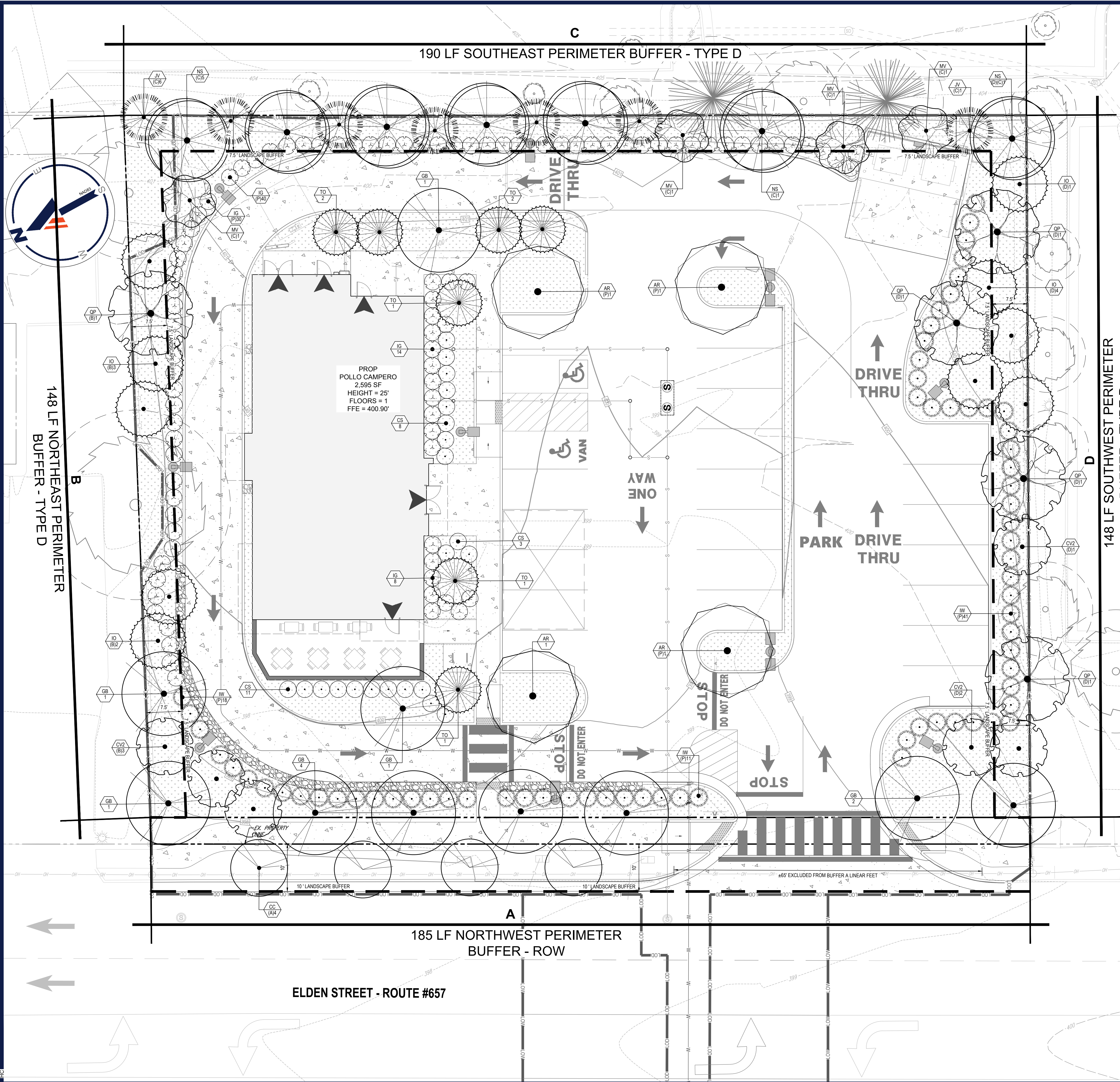
DRAWING NUMBER:
R0.11

Page 12 of 24



TOWN PLAN #: 21-06

Page 13 of 24



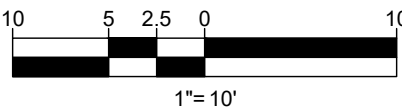
LANDSCAPE PLAN NOTES:

- CANOPY TREES SHALL BE A MINIMUM OF 2 INCHES IN CALIPER AT 6 INCHES ABOVE GROUND LEVEL AT THE TIME OF PLANTING. ORNAMENTAL TREES SHALL HAVE A CALIPER OF 1.5 INCHES AT 4 INCHES ABOVE GRADE AT TIME OF PLANTING
- EVERGREEN TREES SHALL BE A MINIMUM OF 6 FEET IN HEIGHT AT THE TIME OF PLANTING.
- SHRUBS WHICH ARE UPRIGHT IN NATURE SHALL BE MINIMUM OF 24 INCHES IN HEIGHT AT THE TIME OF PLANTING, AND SHRUBS WHICH ARE SPREADING IN NATURE SHALL BE MINIMUM OF 18 INCHES IN DIAMETER AT THE TIME OF PLANTING.
- SCREENING FOR VEHICULAR USE AREAS SHALL CONSIST OF EVERGREEN SHRUBS, NO LESS THAN THREE FEET ON CENTER, AND SHALL BE MAINTAINED AT A MINIMUM HEIGHT OF 36 INCHES ABOVE THE SURFACE ELEVATION OF THE ADJACENT VEHICULAR USE AREA.
- REFER TO TREE SURVEY SHEETS C-701 AND C-702 TREE CONDITION ANALYSIS PERFORMED BY NICHOLAS GEORGAS, IS A CERTIFIED ARBORIST MA-5061A ON 5/21/2021.
- CONTRACTOR TO PROVIDE TREE SIZES THAT MEET THE CITY'S REQUIREMENT, NOTED ON LEGEND, UPSIZE AS REQUIRED.
- PER SECTION 78-111.4(B), THE TOWN IS ALLOWING A PRESERVATION CREDIT MULTIPLIER OF X2 FOR TREES #20 AND #24 ALONG NORTHEASTERN PROPERTY LINE (B).
- PRESERVATION OF EXISTING TREES TO COMPLY WITH TOWN ZONING ORDINANCE SECTION 78-110. NO PLANTING OF TREES OR SHRUBS WITHIN THE STRUCTURAL ROOT ZONE OF EXISTING TREES.

LEGEND

- EXISTING DRIP LINE TO REMAIN
- EXISTING DECIDUOUS TREE
- EXISTING EVERGREEN TREE
- CRITICAL ROOT ZONE
- OPEN SPACE (SEE SHEET C-301)

LANDSCAPE SCHEDULE					
KEY	QTY.	BOTANICAL NAME	COMMON NAME	CAL./SIZE	CONT.
CANOPY TREES					
AR	4	ACER RUBRUM	RED MAPLE	2" CAL.	B+B
GB	10	GINKGO BILOBA (MALE ONLY)	MAIDENHAIR TREE	2" CAL.	B+B
NS	7	NYSSA SYLVATICA	SOURGUM OR TUPELO	2" CAL.	B+B
QP	5	QUERCUS PALUSTRIS	PIN OAK	2" CAL.	B+B
SUBTOTAL:	26				
ORNAMENTAL TREES					
CC	4	CERCIS CANADENSIS	EASTERN REDBUD	2" CAL.	B+B
CV2	6	CRATAEGUS VIRIDIS	WINTER KING HAWTHORN	2" CAL.	B+B
MV	4	MAGNOLIA VIRGINIANA	SWEETBAY MAGNOLIA	2" CAL.	B+B
SUBTOTAL:	14				
EVERGREEN TREES					
IO	10	ILEX OPACA	AMERICAN HOLLY	6-8" HT.	B+B
JV	7	JUNIPERUS VIRGINIANA	EASTERN REDCEDAR	6-8" HT.	B+B
TO	7	THUJA ORIENTALIS	ORIENTAL ARBORITAE	6-8" HT.	B+B
SUBTOTAL:	24				
DECIDUOUS SHRUBS					
CS	22	CORNUS SERICEA	RED TWIG DOGWOOD	24-36"	#3 CAN
SUBTOTAL:	22				
EVERGREEN SHRUBS					
IG	92	ILEX GLABRA 'SHAMROCK'	SHAMROCK INKBERRY HOLLY	24-36"	#3 CAN
IW	70	ILEX VERTICILLATA	WINTERBERRY HOLLY	24-36"	#3 CAN
SUBTOTAL:	162				



TOWN PLAN #: 21-06

BOHLER
SITE CIVIL AND CONSULTING ENGINEERING
PROGRAM MANAGEMENT
LANDSCAPE ARCHITECTURE
SUSTAINABLE DESIGN
PERMITTING SERVICES
TRANSPORTATION SERVICES

REVISIONS			
REV	DATE	COMMENT	DRAWN BY
1	09/14/21	PER TOWN COMMENTS	SC
2	01/20/23	PER TOWN COMMENTS	KS
3	04/27/23	PER TOWN COMMENTS	CKM
4	09/30/24	PER TOWN COMMENTS	ES
5	01/10/25	PER TOWN COMMENTS	CKM

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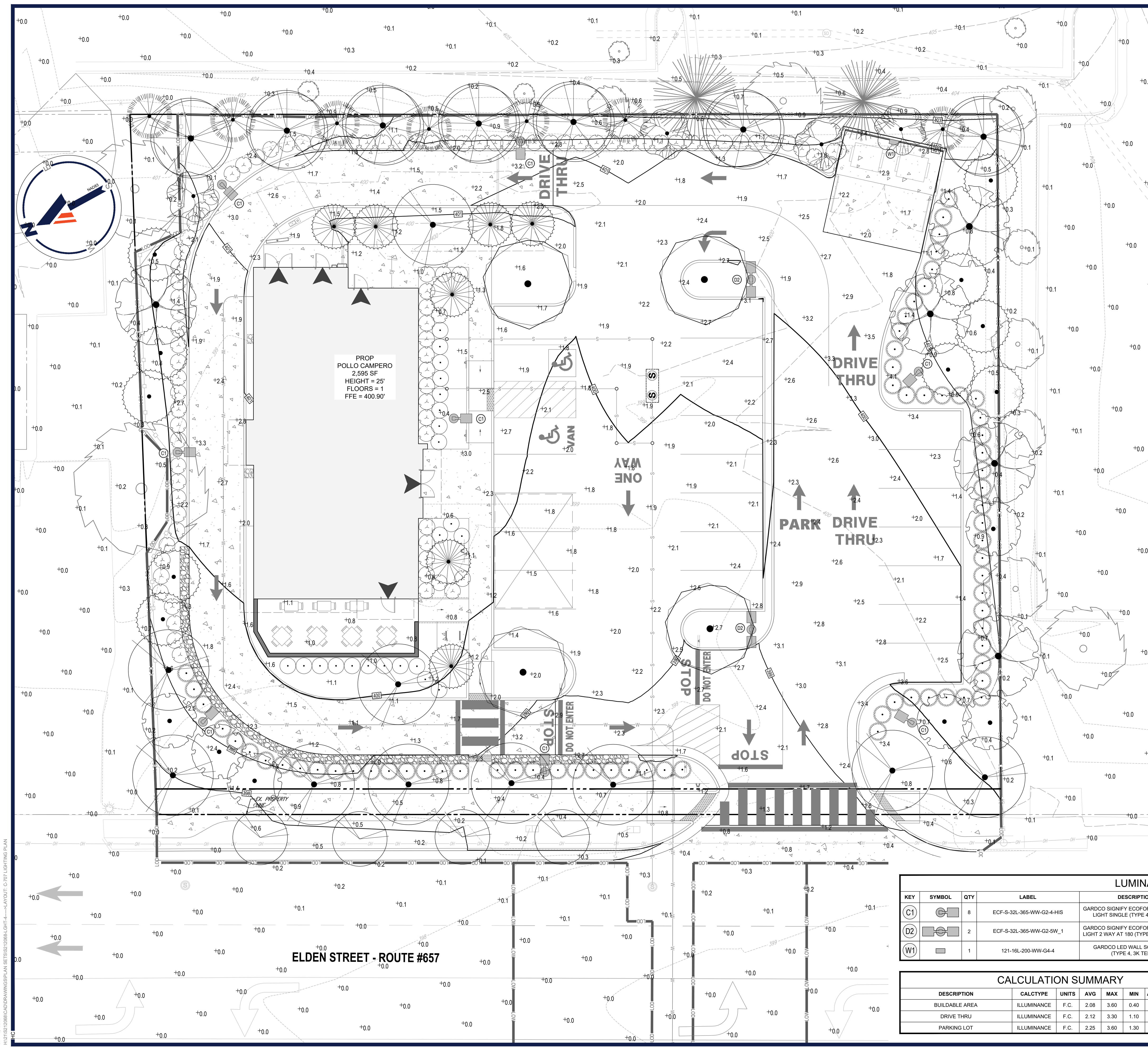
PROJECT No.: S212068
DRAWN BY: SC/SG
CHECKED BY: GE/CM
DATE: 11/15/2022
CAD ID: LAND-4

PROJECT:
PROP. SITE PLAN DOCUMENTS
FOR
Pollo CAMPERO
LOCATION OF SITE
1131 ELDEN ST.
TOWN OF HERNDON
FAIRFAX COUNTY, VA
DRANESVILLE DISTRICT
BLOCK & LOT: 5 SEC 1 - 9B

BOHLER
12825 WORLDGATE DR. SUITE 700
HERNDON, VIRGINIA 20170
Phone: (703) 709-9500
Fax: (703) 709-9501
VA@BohlerEng.com

COMMONWEALTH OF VIRGINIA
GREGORY J. ELLWOOD
Lic. No. 055802
01/10/2025
PROFESSIONAL ENGINEER

SHEET TITLE:
LANDSCAPE PLAN
SHEET NUMBER:
C-703
REVISION 5 - 01/10/25



LIGHTING NOTES

- 1. POLE-MOUNTED EXTERIOR LIGHTING. THE MAXIMUM HEIGHT OF POLE MOUNTED EXTERIOR LIGHTING SHALL BE 15 FEET.
- 2. SHIELDED LIGHTING/LIGHT ELEMENT. FULLY SHIELDED LIGHTING FIXTURES SHALL BE USED IN ALL AREAS. THE LIGHT ELEMENT (LAMP OR FIXTURE) SHALL NOT EXTEND BELOW THE CUTOFF SHIELD. MUST BE PROVIDED FOR POLE-MOUNTED LIGHTING, EXCEPT AT DRIVEWAYS AND TRAVELWAY INTERSECTIONS.
- 3. LIGHTING FIXTURES MUST BE FULL CUTOFF SO THAT THE EMITTED LIGHT IS NOT PROJECTED ABOVE THE HORIZONTAL PLANE OF THE SHIELD. CUT-OFF LIGHTING SHALL BE DESIGNED TO DIRECT LIGHT DOWNWARD
- 4. NO LIGHT SOURCE IS DIRECTED OUTWARD TOWARD PROPERTY BOUNDARIES OR ADJACENT RIGHTS-OF-WAY. NO LIGHT SOURCE DIRECTLY ILLUMINATES FACADES OF BUILDINGS VISIBLE FROM RESIDENTIAL PROPERTIES.
- 5. LIGHTING FIXTURES MUST BE AIMED DOWNWARD AND INWARD TOWARDS INTERIOR OF PROPERTY.
- 6. SPILLAGE OF INDIRECT LIGHT ONTO ADJACENT RESIDENTIAL PROPERTIES IS 0.1 FOOT CANDLES OR LESS. OR 1.0 FOOT CANDLES OR LESS FOR OTHER USES, MEASURED AT THE BOUNDARY LINE OF THE SITE.
- 7. NO LIGHT POLES SHALL BE INSTALLED WITHIN AN EXISTING OR PROPOSED UTILITY EASEMENT.
- 8. THE RATIO OF MAXIMUM TO MINIMUM LIGHTING ON A GIVEN PROPERTY MEASURED AT GROUND LEVEL, DOES NOT EXCEED 15:1 IN THE RESIDENTIAL DISTRICTS, 10:1 IN THE BUSINESS DISTRICTS, AND 3:1 IN PARKING LOTS.

MAINTENANCE NOTES

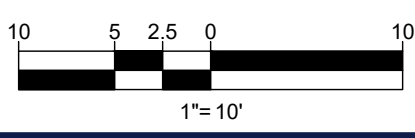
- 1. REPLACEMENT WILL OCCUR WITHIN FIVE (5) DAYS OF FAILURE FOR LAMPS, ELECTRICAL COMPONENTS, PHOTOCELLS, AND VANDALIZED OR DAMAGED LUMINAIRES.
- 2. CLEANING OF LUMINAIRES SHALL BE PERFORMED ANNUALLY.
- 3. ALL TREES AND SHRUBS SHALL BE PRUNED REGULARLY SO AS NOT TO BLOCK LIGHT PATHS.
- 4. INSPECTIONS OF ALL LAMPS TO BE PERFORMED AT LEAST MONTHLY DURING HOURS OF DARKNESS TO LOOK FOR DIRTY OR BROKEN LENSES, FAILED LAMPS OR THOSE NOT PERFORMING TO SPECIFIED STANDARDS, TREE LIMBS BLOCKING LIGHT PATHS, AND EVIDENCE OF VANDALISM.
- 5. THE OWNER OF THE PROPERTY WILL BE RESPONSIBLE FOR THE OPERATION AND MAINTENANCE COSTS ASSOCIATED WITH THE LIGHTING. ADDITIONALLY, THE OWNER OF THE PROPERTY IS RESPONSIBLE FOR COMPLYING WITH THE APPROVED PERMIT REQUIREMENTS, AS SHOWN ON THIS PLAN, FOR THE DURATION OF OWNERSHIP.

LIGHTING LEGEND



LUMINAIRE SCHEDULE											
KEY	SYMBOL	QTY	LABEL	DESCRIPTION	COLOR	FINISH	LAMP TYPE	MOUNTING HEIGHT	ARRANGEMENT	LLF	WATTS
(C1)		8	ECF-S-32L-365-WW-G2-4-HIS	GARDCO SIGNIFY ECOFORM AREA POLE LIGHT SINGLE (TYPE 4, 3K TEMP)	3000K	BLACK	(32) LED	15' MH	SINGLE	0.90	4,421 40
(D2)		2	ECF-S-32L-365-WW-G2-5W_1	GARDCO SIGNIFY ECOFORM AREA POLE LIGHT 2 WAY AT 180 (TYPE 5W, 3K TEMP)	3000K	BLACK	(32) LED	15' MH	2 AT 180°	0.90	5,604 40
(W1)		1	121-16L-200-WW-G4-4	GARDCO LED WALL SCONCE 121 (TYPE 4, 3K TEMP)	3000K	BLACK	(16) LED	8' MH	SINGLE	0.90	1,252 12.4

CALCULATION SUMMARY								
DESCRIPTION	CALCTYPE	UNITS	AVG	MAX	MIN	AVG/MIN	MAX/MIN	MAX/AVG
BUILDABLE AREA	ILLUMINANCE	F.C.	2.08	3.60	0.40	5.20	9.00	1.73
DRIVE THRU	ILLUMINANCE	F.C.	2.12	3.30	1.10	1.93	3.00	1.56
PARKING LOT	ILLUMINANCE	F.C.	2.25	3.60	1.30	1.73	2.77	1.60



TOWN PLAN #: 21-06

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PROJECT No.: S212068
DRAWN BY: SC/SG
CHECKED BY: GE/CM
DATE: 11/15/2022
CAD ID: LGHT-4

PROJECT: **PROP. SITE PLAN DOCUMENTS** FOR **Polo CAMPERO**

LOCATION OF SITE

1131 ELDEN ST.
TOWN OF HERNDON
FAIRFAX COUNTY, VA
DRANESVILLE DISTRICT
BLOCK & LOT: 5 SEC 1 - 9B

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12825 WORLDGATE DR. SUITE 700
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COMMONWEALTH OF VIRGINIA
GREGORY J. ELLWOOD
Lic. No. 055802
01/10/2025
PROFESSIONAL ENGINEER

SHEET TITLE: **LIGHTING PLAN**

SHEET NUMBER: **C-707**

REVISION 5 - 01/10/25

MEMORANDUM

To: Chairman Walker and Members of the Architectural Review Board

From: Bryce A. Perry, Deputy Director of Community Development 

Date: August 4, 2021

Subject: Architectural and Urban Design Review of 1131 Elden Street, Pollo Campero

The applicant has requested an additional preliminary review by the ARB as the proposed new construction for Pollo Campero proceeds through the site plan review process and in preparation for the formal ARB submission. The ARB reviewed the building design of this restaurant informally at a previous work session as part of the Special Exception review. Since that review, the applicant was granted the Special Exception and has submitted their site plan, the 1st submission of which is currently in review. Staff remains very concerned with the nature of the proposed architecture and offers the following comments for the board's consideration.

Staff Comments

The following comments were provided to the ARB from staff during the last review. During that review, board members voiced agreement with these design issues. The building design presented here has been tweaked since the last review however the changes are minimal, such as the redesign of the outdoor seating area where the applicant has removed the lime green vertical element, but the remainder of staff comments and concern, which are significant, remain.

- 1) Overreliance on Corporate Architecture and Architectural Trends.** As shown conceptually, this design relies heavily on an off-the-shelf corporate design intended to brand the architecture as an extension of the business' image and advertisement. The design is also reliant on current trends in design to include the use of simple rectangular forms, flat roofs, and massing management by changing cladding materials rather than changing wall planes.

The ARB was partially created to manage and mitigate these design tendencies and guide the design in a manner that is unique to Herndon and represents thoughtful, context-sensitive, timeless architecture and durable, traditional materials. The other comments listed below offer some specific concerns to address but before considering those, staff recommends that the board gives a strong look at the overall design narrative and intent and have a discussion on whether and how, in this case, the design can be re-thought with more of an emphasis on a uniquely Herndon design profile both existing and planned or preferred for the future.

2) Exterior Materials. The design utilizes extensive swaths of EIFS which contributes to flat, unarticulated elevations. Architectural and material durability is questioned when a design relies on heavy use of EIFS or similar exterior finishing materials. The Town has consistently made efforts to decrease the use of EIFS throughout the Town to increase the material variety and visual interest of buildings and decrease the sense of non-descript suburban development along major commercial corridors. While the design attempts to break up flatness with the use of vibrant (corporate) colors, some accent materials, and statement forms, the design ignores the context of local materials of buildings. Highly durable regional materials with complimentary textures throughout this design are most appropriate.

It should be noted that the multi-colored cladding materials are somewhat misrepresented by the drawings. The images below show this aluminum material in actuality. As can be seen, it consists of vibrant accents and are sized as panels and not boards.





- 3) Façade Articulation.** Breaking up wall planes with more-than-surface-level reveal depths and utilizing recessed and protruding forms in addition to utilizing various cladding materials with differing colors and textures are all important solutions for dealing with the shallowness and flatness that is sometime inherent with contemporary architecture and buildings with simple building forms. The design utilizes the variation of wall plane around entries and service windows; however, these variations are shallow and tend to fade into the primary rectangular building form. The roofline also follows this pattern of small variations that blend into an all too typical building form found in any commercial corridor across the country. The building materials and color, while festive in nature, should consider the context of Herndon while communicating the corporate image desired. The ARB has previously expressed the importance of this and should focus on this potential issue when reviewing the design during its formal review after site plan approval.
- 4) Form and Feature Diversity and Placement.** This design has a lot of diverging forms and features, which coupled with the various colors, combine to make a very busy and disorganized narrative. To enhance coherence, staff believes simplification in form, lines, and features coupled with cladding materials will enhance the design quality and allow for an improved context sensitive design solution more customized for Herndon.

The comments above recommend a re-thinking of how this design is approached and implemented. Herndon is not beholden to commercial architecture and the role of the

ARB is to ensure a unique Herndon-specific context-based design. Staff sees this as an opportunity for a new design that can meld the business-specific design elements with a refined Herndon character. Staff internally sought to visually express a design approach that addresses the above comments and sketched the following drawings:



With this design, staff sought design solutions that:

- Bringing the storefront down to the ground to maximize visibility into the restaurant for improved street presence and activation.

- Design simplification with better managed colors, materials, and features. Staff suggests doing this by consolidating materials, removing vibrant colors other than when used as an accent, and using only canopies instead of canopies and awnings. It should be remembered that the applicant can use corporate colors, such as the lime green, on the umbrellas and outdoor furniture. In addition, the staff concept still utilizes the corporate architecture's flat panels with the vibrant bands, which will be as shown in the photographs and not in the drawings provided by the applicant or staff.
- Break up the material rhythm vertically, by bring cladding materials to the ground, to better balance the design with the horizontal orientation of the building.
- Use of brick as a primary field color as a more durable and architecturally appropriate material for Herndon.

Using this memo as the framework for discussion, the Board is encouraged to provide as much explicit feedback to both staff and the applicant as possible in this earlier stage of design that can inform how the building architecture can be re-shaped for a Herndon context. The more information and direction provided now will help the review of the formal ARB application when it is later submitted.

Attachment:

- 1) Architectural Drawings Exhibit

Architectural Control District

Sec. 58-96. - Design criteria.

The board of architectural review and, on appeal, the town council shall use the following standards and criteria in considering applications filed under this article:

- (1) Whether or not the proposed architectural design is suitable for a good suburban community in terms of external architectural features, including signs subject to public view, general design and arrangement, texture, color, line, mass, dimension, material and lighting.
- (2) Whether or not the proposed structure, building or improvement is compatible with existing well-designed structures, acceptable to the board, in the vicinity and in the town as a whole.
- (3) Whether or not, and to what extent, the proposed structure, building or improvement would promote the general welfare and protect the public health, safety and morals by tending to maintain or augment the town's tax base as a whole, generating business activity, maintaining and creating employment opportunity, preserving historical sites and structures and making the town a more attractive and desirable place in which to live.
- (4) Whether or not proposed freestanding buildings use the same or architecturally harmonious materials, color, texture and treatment for all exterior walls; and in the case of partially freestanding buildings, whether or not the same or architecturally harmonious materials, color, texture and treatment are used on all portions of all exterior walls exposed to public view.
- (5) Whether or not the combination of architectural elements proposed for a structure, building or improvement, in terms of design, line, mass, dimension, color, material, texture, lighting, landscaping and roofline and height conform to accepted architectural principles for permanent buildings as contrasted with engineering standards designed to satisfy safety requirements only; and exhibit external characteristics of demonstrated architecture and aesthetic durability.
- (6) Whether or not, in terms of design, material, texture, color, lighting, landscaping, dimension, line, mass or roof line and height, the proposed structure, building or improvement is designed to serve primarily as an advertisement or commercial display, exhibits exterior characteristics likely to deteriorate rapidly, would be of temporary or short-term architectural or aesthetic acceptability, would be plainly offensive to human sensibilities or would otherwise constitute a reasonable foreseeable detriment to the community.